

**EXHIBIT A**



**UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS: YANIV, ZVI                      ART UNIT: 2673  
APPL. NO.: 09/241,515                      EXAMINER: PATEL, NITIN  
FILED: FEBRUARY 1, 1999                      DOCKET NO.: 3250-627  
TITLE: METHOD AND APPARATUS FOR DYNAMICALLY PRESENTING A  
PICTORAL REPRESENTATION

March 11, 2005

**AMENDMENT AND RESPONSE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313

Dear Sir:

This is in response to the Office Action mailed on December 13, 2004 the time for responding thereto being set to expire, without extension, on March 13, 2005. The following amendments and remarks are submitted in connection with the above-identified patent application. Reconsideration of the application is respectfully requested at this time.

Kindly amend the subject patent application as follows:

**IN THE CLAIMS**

Kindly amend Claim 1 as follows:

1. An apparatus for providing a pictorial representation, comprising:  
on a first media at least one static presentation region for providing at least a first, unchanging pictorial rendering, said first media having at least one opening formed therethrough;  
on a second media, different than said first media, a dynamically changing presentation region, said dynamically changing presentation region providing at least a first series of changing renderings, said first series of changing renderings being unrelated to the content of the first, unchanging pictorial rendering; and  
wherein said second media is positioned in the opening formed through said first media.

## **REMARKS**

Claims 1-10, and 14-18 are pending in the present application, with only claim 1 being independent. Claims 1-5, 10, 14 and 18 stand rejected under 35 U.S.C. § 102(b) as anticipated by U.S. Patent No. 5,570,325 to Arpadi for "Tooth Brushing Timer." Claims 6-9 and 15-17 are additionally rejected under 35 U.S.C. §103 as obvious over Arpadi, in view of U.S. Patent No. 5,811,926 to Novich. In addition to the art based rejections, the Patent Office has objected to the drawings under 37 CFR 1.83(a) as it is the position of the Patent Office that said drawings fail to show LCD, FED, EL, Plasma, transmissive, reflective and passive devices and devices having input/output port and memory as described in the specification and claims, and that any structural detail that is essential for a proper understanding of the invention need be shown in the drawings.

By the present amendment, independent claim 1 has been amended to add the words "said first series of changing renderings being unrelated to the content of the first, unchanging pictorial rendering." It is to be noted that the addition of this limitation distinguishes the invention disclosed and claimed from that of Arpadi, in that Arpadi is obviously directed to a combination of visual representations where the second visual representation is designed to complement the first. Specifically, the second visual indicator is a changing depiction of the teeth of a face, wherein the unchanging first visual representation is the face. Applicant respectfully submits that by adding the noted limitation to sole remaining pending claim 1, the invention now claims subject matter that is patentably distinct from the Arpadi reference. Based on the foregoing, Applicant respectfully requests withdrawal of the pending rejections under §§ 102 and 103 based on the Arpadi reference.

Applicant respectfully traverses the pending objection to the drawings. Applicant submits that LCD, FED, EL, Plasma, transmissive, reflective and passive devices and devices having input/output port and memory are all not only well known in the art, but indeed are commercially available at retail computer outlets. Applicant therefore submits that no further drawing modifications or substitutions are required for an understanding of the invention as disclosed and claimed.

Based on the foregoing, the Applicant respectfully submits that all pending objections and rejections are fully addressed, and that the remaining pending claims, as amended, are in condition for allowance.

## **LISTING OF CLAIMS**

1. (Amended) An apparatus for providing a pictorial representation, comprising:  
on a first media at least one static presentation region for providing at least a first, unchanging pictorial rendering, said first media having at least one opening formed therethrough;  
on a second media, different than said first media, a dynamically changing presentation region, said dynamically changing presentation region providing at least a first series of changing renderings, said first series of changing renderings being unrelated to the content of the first, unchanging pictorial rendering; and  
wherein said second media is positioned in the opening formed through said first media.
2. (original) An apparatus as in Claim 1, wherein said representation comprises a plurality of static presentation regions.
3. (original) An apparatus as in Claim 1, wherein said representation comprises a plurality of dynamic presentation regions.
4. (original) An apparatus as in Claim 1, wherein said dynamic presentation regions is provided on a flat panel display device.
5. (original) An apparatus as in Claim 4, wherein said flat panel device is a liquid crystal display device.
6. (original) An apparatus as in Claim 5, wherein said liquid crystal display device is selected from the group of transmissive devices, reflective devices, passive devices, and combinations thereof.
7. (original) An apparatus as in Claim 4, wherein said flat panel device is an FED.
8. (original) An apparatus as in Claim 4, wherein said flat panel device is an EL display device.
9. (original) An apparatus as in Claim 4, wherein said flat panel device is a plasma display.
10. (original) An apparatus as in Claim 4, wherein said pictorial representation is an artistic rendering.
11. (withdrawn)
12. (withdrawn)
13. (withdrawn)
14. (original) An apparatus as in Claim 1, wherein said dynamic presentation region is a mechanical structure.
15. (original) An apparatus as in Claim 1, wherein said dynamic presentation region is a projected image.

16. (original) An apparatus as in Claim 1, wherein said dynamic presentation region is a holograph.

17. (original) An apparatus as in Claim 1, further including input/output means for coupling said apparatus to a computer.

18. (original) An apparatus as in Claim 1, further comprising memory means for storing information to be presented in said dynamic presentation regions.

Claims 19-37 - Withdrawn

### CONCLUSION

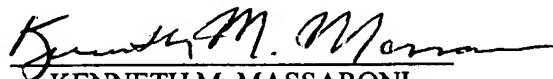
Based on the amendments and remarks set forth herein, Applicant respectfully submits that the subject patent application is in condition for allowance. Because the claims may include additional elements that are not taught or suggested by the cited art, the preceding arguments in favor of patentability are advanced without prejudice to other bases of patentability.

Should the Examiner have any comments or suggestions that would place the subject patent application in better condition for allowance, he is respectfully requested to telephone the undersigned attorney at the below-listed number.

Respectfully submitted:

**SEND CORRESPONDENCE TO:**

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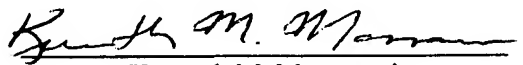
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on March 11, 2005.

  
Kenneth M. Massaroni